# Factors Influencing Domestic Traveler to Halal Tourism Destination

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Keywords:     Halal Tourism, Travel Motivation, Destination Image, Push Travel Motivation, Pull Travel Motivational.

Abstract:     This study aim to know about the factors that influence domestic tourists to be interested in the campaign conducted by the Ministry of Tourism and Creative Economy on halal tourism. This study looks at how these domestic tourists can be motivated related to their assessment of the halal tourism. Factors that become the motivation of domestic tourists, the authors distinguish into two, these are pull motivation and push motivation while the destination image of the author intent, the author also for the two also the cognitive destination image and affective destination image. This research uses 301 respondents collected for further processing by using Lisrel. From this study found that significant factors affect intention to visit destination is the factor of travel motivation and affective destination image. While on the other factors known not significant to intention to visit halal destination.

## 1   INTRODUCTION

The Ministry of Tourism currently has set 13 MICE destinations (meeting, incentive, coonvention, and exhibition) in Surabaya, Jakarta, Balikpapan, Bali, Medan, Batam-Bintan, Makassar, Padang-Bukittinggi, Manado, Palembang, Mataram and Bandung. Explained in the strategic Plan, the above matters have the objective of which can increase investment in tourism sector, improve the image of Indonesian tourism, increase diversification of tourism destinations and certainly expected to increase the number of foreign tourists and increase foreign exchange. Recorded increase in the number of foreign tourists by 16.4% from 2.8 to 3.0 million people. This is certainly in line with the increasing efforts made by the government to increase foreign tourists. However, when viewed in more detail about one of the components of the balance of payments is the existence of the trade balance of services known in the second quarter of 2017 increased deficit compared to the previous quarter. Figure 1 is a graph of the trade balance of services.
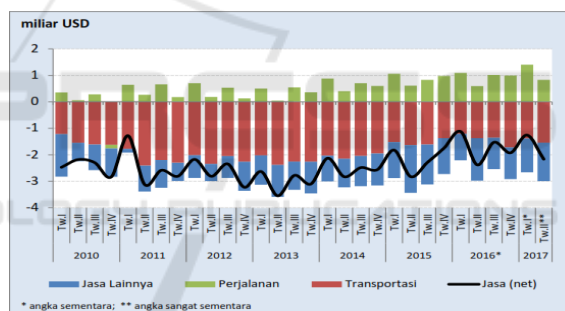


Figure 1: Development of the Trade Balance of services.

The increase in deficit in the services trade balance was due to a decrease in travel services surplus in the previous quarter by USD 1.4 billion to USD 0.8 billion. The decrease in the surplus is influenced by the decrease in travel receipts and the increase in travel services payments, especially the increasing number of domestic tourists visiting overseas, while on the other hand not equal to the expenditure of foreign tourists with the number of tourists increased but their spending tends to be equal to the previous quarter, resulting in a deficit on the balance sheet. Figure 2 is a graph of payment of travel services.
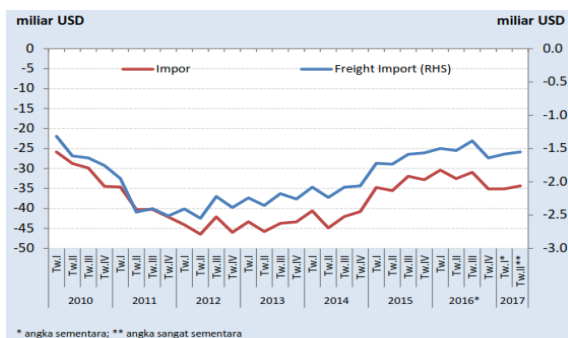
Figure 2: Payment of Travel Services.

From this data we can know that it attracts foreign tourists as much as possible not be the sole determinant of the reduced deficit balance sheet, especially on the balance of payments. In addition to increasing foreign tourists who can increase foreign exchange, but also we need to review again that the balance of payments depends not only on foreign tourists who enter Indonesia but also the number of domestic tourists who move out or into the country. More and more domestic tourists doing tourism abroad then will add input deficit balance of payments. Therefore, for the foreign exchange earned from the government's efforts, including the campaign about the wonderful Indonesia attracts foreign tourists into Indonesia tidah vain, it must be accompanied by a boost in the increase of the number of domestic tourists to visit areas in Indonesia so it is expected to reduce their intensity to enjoy travel abroad so as to reduce overseas expenditures and further increase the number of domestic travel service receipts so as to avoid increasing the balance of payments deficit.

Halal tourism into a new package that can be offered to attract domestic tourists who are the majority of Muslims. The needs of Muslims will get a tourist attractions in line with their needs such as easy to find places of worship, halal food is easily available and other things related to other Muslims are expected to make tourists will be more interested nusantara to tourist destinations in this nation. The majority of the population of Indonesia is Muslim, but not all tourist destinations in Indonesia have halal certification or not all tourist destinations in Indonesia thick with halal guarantee for every Muslim, for example when we visit Bali and Manado. From the example of two tourist destinations on the island, it can be concluded that although the majority of the population of this nation of Islam, but can not be sure every tourist destination is also thick with nuances of Islam, one of them about the availability of halal certificates are still minimalist. This can be seen from

the food, lodging, services offered by the operators or just to find mosque places of worship, for some cases tourist destinations in the territory of Indonesia can not be said everything is easy for Muslims or we can call kosher freindly tourism .

With the majority of the population of Islam, of course this can be a new opportunity to support the tourism ministry program that is targeting 275 million domestic tourists in 2019. Package inbound halal tourism is expected to affect the number of domestic tourists to move more not abroad but move to inter island in Indonesia. With the increased access to halal or muslim friendly tourism in Indonesia's tourist destinations that previously seemed to complicate the Muslim community when visiting these destinations, it is expected to increase the number of domestic tourists to visit the destinations in Indonesia, so they will diverted instead of traveling overseas but into the country. This is expected to have an impact on the increase of intercity or inter island tourists because the Muslim community will more feel accommodated for what their needs when doing tours with various packages of halal tourism. From changing the habit of people to go abroad to domestic tourism will reduce the input deficit of service trade balance so as to increase the surplus balance of payments of this nation.

In this study try to dig more about what factors will actually affect the domestic tourists to be interested in the campaign conducted by the Ministry of Tourism and Creative Economy on halal tourism. This study looks at how these archipelago tourists can be motivated related to their assessment of the destination image halal tourism. Factors that become the motivation of domestic tourists, the authors also distinguish into two, namely pull motivation and push motivation while the destination image of the author intent, the author also for the two also the cognitive destination image and affective destination image. From this research will get information that what factor most significant influence intention to visit destination, both at motivation factor and destination image factor.

## 2 LITERATURE REVIEW

### 2.1 Halal Tourism

Halal is derived from the Arabic meaning of "allowed" or "rule" and 70% of Muslims follow this standard (Ozgen and Kurt, 2013). Halal is currently used on a wider scale, not limited to food and drink but also reflection and implentation in every aspect of

everyday life. Halal tourism or halal tourism is defined as the type of tourist associated with religion and shows all activities under Islam organize it including behaving, dressing and in deciding things (Battour, 2012).

Halal tourism itself is also referred to as Islamic tourism tourism based on (Eid, 2010) that refers to the tours made by the Muslims in the form of activities, activities and fun done in the travel tour which in the process of doing these activities full of aspects of Islam. Halal tourism activity itself includes the history, culture, art, economy, health, education and other things that attract people (Islamic Tourism Center, 2013). Halal tourism is made as a form of Islamic tourism because Muslims are motivated to visit religious celebrations, conferences, functions and also centers (Laderlah et al., 2011).

## 2.2 Travel Motivation

Motivation is an important factor that can influence tourists in making decisions (Battour, 2012). In general, the decision of tourists to visit a destination can be categorized by two motivations: push and pull factors (Uysal and Jurowsky, 1994) which are often described as intrinsic or internal factors as well as extrinsic factors or external factors (Goodall, 1991).

Push factors are internal or internal motivated factors, often emotional and can encourage individuals to want travel and spend time with their loved ones for relaxation purposes (Battour et al., 2010).

Pull factors are the motivating factor of tourists to travel to a particular destination based on external drive (Battour et al., 2010). This factor is more likely to be related to the destination factor itself, such as cheap transportation, price and distance to affordable destinations (Nicolau and Mas, 2006), tourist attraction to destination weather conditions (Elwin, 1989), quality of services and products in destinations (Goossens, 2000) and accessibility (Chi and Qu, 2008).

Some previous writers noted that for Islamic destinations the level of religious and social functions are important in destinations (Henderson, 2008). (Din, 1989) explains that Muslim tourists will visit places connected with Islamic history as far as the place has the benefit of being able to relax them and allow them to learn about the history of Islam. Based on (Eickelman and Piscatori, 1990) Muslim tourists also like to travel for a variety of purposes such as traveling to visit their friends or relating to them, appreciating the beauty of God's creation in the world and visiting places that can make them feel at the same community. (Henderson, 2008) also explains that Muslim tourists will travel more often with the aim of gaining freedom.

H1: Travel motivation has a positive and significant relationship with intention to visit halal destination.

H2: Push travel motivation has a positive and significant relationship with intention to visit halal destination.

H3: Pull travel motivation has a positive and significant relationship with intention to visit halal destination.

## 2.3 Destination Image

Destination image refers to an individual's mental representation consisting of knowledge, feelings, and all perceptions related to the destination (Fakeye and Crompton, 1991). The images and perceptions of tourists will have an impact on destinations that impact their intentions of behaving (Bigne et al., 2001). As a result, it is found that a positive picture of the destination will have an impact on the behavioral intentions to re-visit the destination in the future (Court and Lupton, 1997). In addition to the explanation, destination image is a concept that refers to the idea of a destination made in the mind of the traveler, usually a mental representation or attribute (Costa, 1987) or perception that appears in the memory of tourists (Keller, 1993). Some academics define destination image as the number of beliefs, ideas, and impressions that people associate with the destination (Crompton, 1979). The concept of destination image is closely related to destination branding, in which a positive destination image will identify and differentiate the destination from other destinations with the consistency of various elements of the brand (Cai et al., 2003).

The cognitive component describes the knowledge of tourists, what tourists believe, what they think and know about each attribute of a tourist destination (Mohamed et al., 2015). This attribute is derived from a source of tourist destinations (Stabler, 1995), which can motivate tourists to visit the tourist destination (alhemound and Amstrong, E, 1996). The cognitive component represents a major impact on the affective component (Anand et al., 1988).

Affective component refers to the feelings and emotions of the tourist destinations (Anand et al., 1988). This emotional component is strongly influenced by the motivation of tourists. Affective component occurs in responding to the cognitive image of tourists towards the destination (Agapito et al., 2013).

The perception and description of tourists from destinations will have an impact on their behavioral intentions or behavioral intention (Bigne et al., 2001). For example, (Court and Lupton, 1997) found that a positive picture of the tourist destination will have an impact on the intention to revisit the destination in the future. Both the cognitive and affective components of a destination image will be influenced by sociodemographic characteristics. Both cognitive and affective are important components in the destination image, therefore in judging the destination image is not enough to simply represent one of the components.

H4: Destination image has a positive and significant relationship with intention to visit halal destination.

H5: Cognitive destination image has a positive and significant relationship with intention to visit halal destination.

H6: Affective destination image has a positive and significant relationship with intention to visit halal destination.

## 3 RESEARCH METHODS

In this study, the authors obtained data from the results of field surveys on respondents with the spread of questionnaires. The questionnaires used multiple questions of multiple choice, open questions and multiple statements using the Likert scale, the seven points Likert scale and ranging from one to "strongly disagree" to seven to "strongly agree".

Characteristics of respondents in this research is the people who in the last six months ever did a domestic tour with the really purpose of tour not because of work or other things that will be asked by the author to fill out the research questionnaire. Spreading of questionnaires done writers directly as well as through the internet. Internet media is used by writers to get more respondents. Google Spreadsheets from Google is a help tool the author will use when deploying an online questionnaire.

In the data if the author using SPSS and also Lisrel. Where SPSS is used to test at the time of pretest and Lisrel is used to test the causal relationship of this research model.

## 4 RESULTS AND DISCUSSION

In this study, the respondents collected as much as 620, but because in this study there are screening

question that is only the respondents who in the last six months are really specifically doing the holiday, then the total respondents are 301 respondents processed. In the results of questionnaires that have returned to the research note that the majority of respondents are aged 20-25 years and in the last six months to do domestic tourism with the goal really tourist not because there is work or other things. The majority of the respondents are students. Goodness of Fit Index (GOFI) full model from submodel ITC can see in table 1.

Table 1: Goodness Of Fit Index (GOFI) Full Model from Submodel ITC.

| Goodness of fit Measure | Acceptance level | Result | Conclusion |
|---|---|---|---|
| RMSEA | RMSEA < 0,08 | 0,072 | *Good fit* |
| GFI | GFI ≥ 0,09 | 0,69 | *Poor fit* |
| IFI | IFI ≥ 0,90 | 0,83 | *Marginal fit* |
| CFI | CFI ≥ 0,90 | 0,82 | *Marginal fit* |
| NNFI | NNFI ≥ 0,90 | 0,81 | *Marginal fit* |
| PGFI | PGFI : 0,50 – 0,90 | 0,62 | *Poor fit* |

Table 2: t-value.

| Hipotesis | Path | SLF | T-Value | Conlusion |
|---|---|---|---|---|
| H1 | Travel Motivation Intention to Visit Halal Destination | 0,49 | 2,73 | Significant |
| H2 | Push Travel Motivation Intention to Visit Halal Destination | 0,52 | 0,80 | Not Significant |
| H3 | Pull Travel Motivation Intention to Visit Halal Destination | 0,72 | -1,33 | Not Significant |
| H4 | Destination Image Intention to Visit Halal Destination | 0,15 | 1,29 | Not Significant |
| H5 | Cognitif Destination Image Intention to Visit Halal Destination | 0,07 | 0,34 | Not Significant |
| H6 | Affective Destination Image Intention to Visit Halal Destination | 0,38 | 2,42 | Significant |

Table 2 shows SEM results that for H1 shows a significant relationship between travel motivation with intention travel to visit destination. This is in line with the theory presented by (Din, 1989) which

explains that Muslim tourists will visit places connected with Islamic history as far as the place has the benefit of being able to relax them and enable them to learn about the history of Islam. Based on (Eickelman and Piscatori, 1990) Muslim tourists also like to travel with a variety of purposes such as traveling to visit their friends or relating to them, appreciating the beauty of God's creation in the world and visiting places that can make them feel at the same community. But then for H2, H3, H4 and H5 have the result that shows no significant relationship with intention to visit destination. While for H5 has a result that is showing a positive and significant relationship with intention to visit halal destination.

## 5 CONCLUSION

In general, this study helps explain how domestic tourists can be attracted to halal tourism in Indonesia. In this study contribute to the existence of the motivation of tourists and also the influence of the description of tourist destinations whether it can affect the Muslim tourists who want a kosher tour. In this study found that travel motivation can affect the domestic tourists, but if we specify again to be divided into push and pull motivation it does not affect the intention of domestic tourists to halal tourist destinations. it certainly can be concluded for the manager of tourist destinations that every Muslim has a motivation that is push and pull, not to finally have the intention to visit. If still only the motivation from the inside but not driven by a destination that is possible and attractive to tourists, in the end still will not attract tourists to visit.

In addition to the motivations that can affect tourists, in this study also obtained any information about the form of pictures of tourist destinations such as what can encourage the tourist archipelago to want to visit the Halal tour. from the results that researchers have got, the description of the destination that will have a positive effect on the existence of visiting intentions is affective destination. As for the description of other destinations such as the destination itself then cognitive destination did not have a significant influence on the intention of visiting the destination halal tourism.

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